



# Using Data to Convert Lookers into Bookers

January 10, 2013

Live in  
SF/Bay  
Area

Female

2 Children

Frequent  
Traveler (UA)



Stay at  
4-Star Hotels

Last 3 months travel:  
Orlando, Dallas, Lake  
Tahoe, Phoenix

Currently searching for:  
Mexico, NYC, Salt  
Lake

Average trip: 3-4 days

Big Data = Capture, Store, Curate, Activate, Analyze and Share  
Large Amounts of Addressable Data Sets



# First Party Data Remarketing



## What Other Items Do Customers Who Bought This Item Also Viewed



SanDisk Extreme 16 GB Class 10 SDHC Card  
★★★★☆ (45)  
\$17.49



Canon EOS Rebel T3i DSLR Camera with 18MP CMOS Sensor and EF-S 18-135mm IS II Lens  
★★★★☆ (416)  
\$656.47



Transcend 32 GB Class 10 SDHC Card  
★★★★☆ (2,397)  
\$22.40



Canon EOS Rebel T3i DSLR Camera with 18MP CMOS Sensor and EF-S 18-135mm IS II Lens  
★★★★☆ (281)  
\$555.00

[Explore similar items](#)

Hawaii - it's what you've been dreaming about

Find United flights from San Francisco today

Book now

UNITED



ADVERTISEMENT

SanDisk Extreme 16 GB Class 10 SDHC Card by SanDisk

Canon EOS Rebel T3i DSLR Camera with 18MP CMOS Sensor and EF-S 18-135mm IS II Lens

Canon EOS Rebel T3i DSLR Camera with 18MP CMOS Sensor and EF 75-300mm f/4-5.6 III Lens

feedback

Knowing this, we're able to create personalized ads for you. These ads feature some of the products you looked at on Zappos.com as well as some related products.



U-S AIRWAYS



U-S AIRWAYS

+



+

UNITED



+

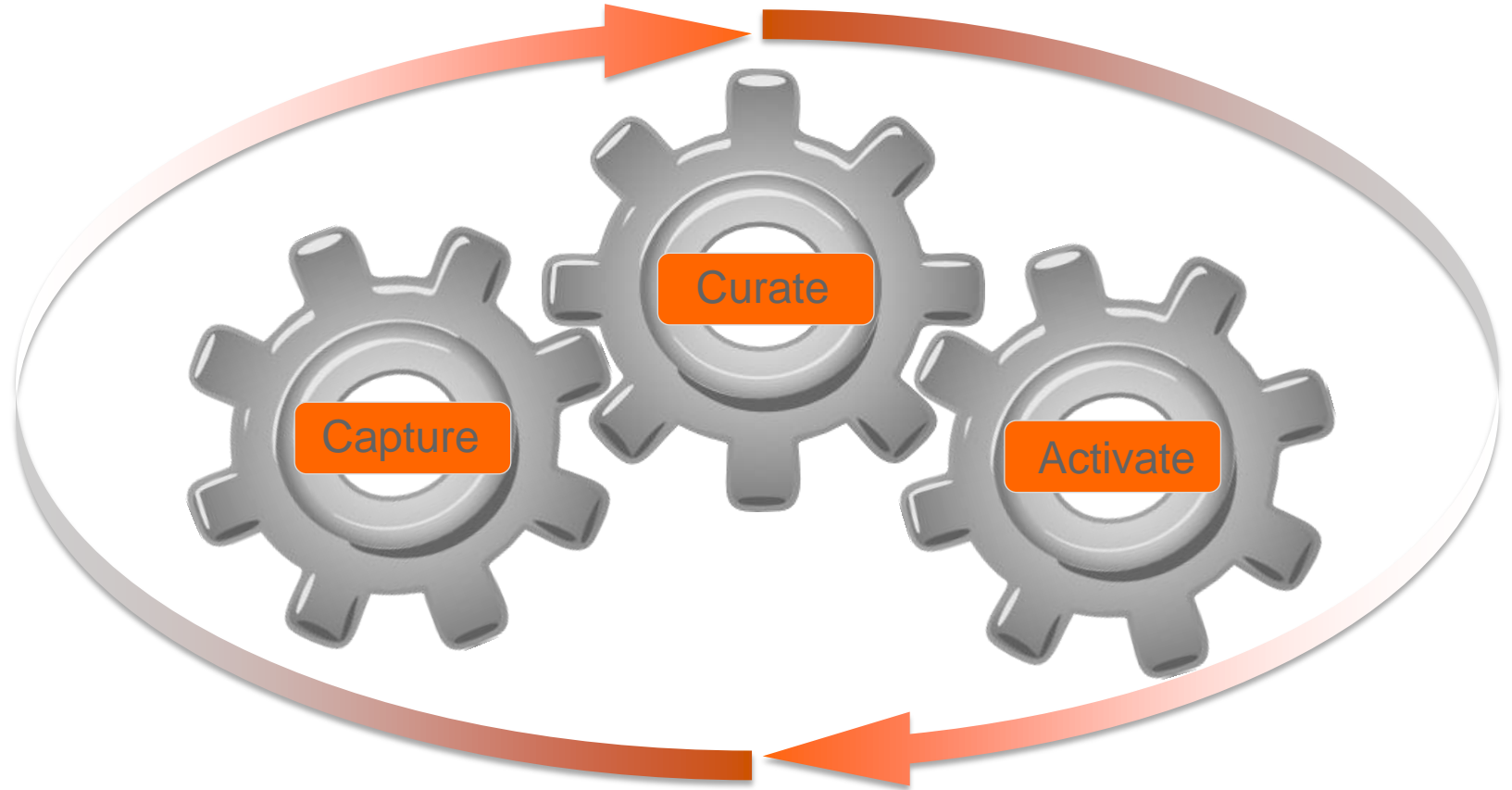


Expedia

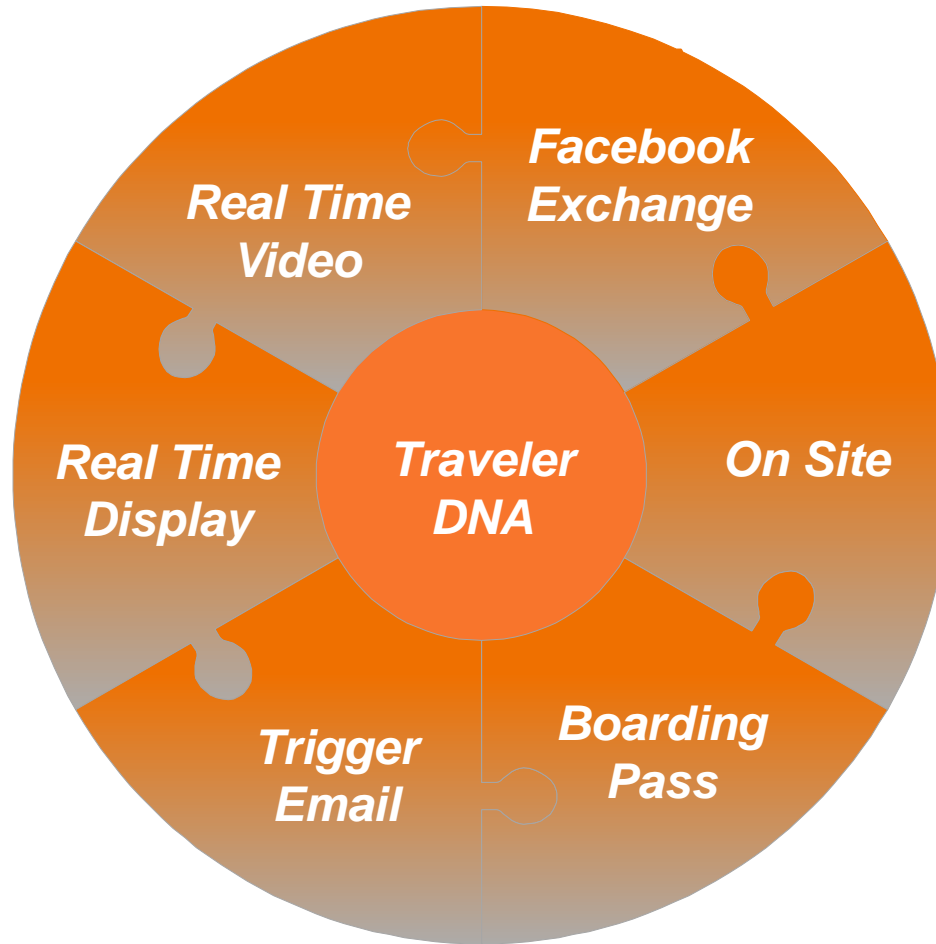




# Sojern Is Data Driven Marketing



# Audiences Are Targeted Across Multiple Digital Channels



# Sojern Products

## Audience Targeting Solutions

Hotel  
Connect

Tourism  
Connect

RentalCar  
Connect

Traveler  
Connect

### The *Connect* Product Suite:

- Vertical-specific audience targeting products across **Display, Video, Email, and Facebook** ad inventory
- Powered by Sojern's proprietary consumer travel intent/purchase data and advanced media buying/optimization platform (SMP)
- Tuned to distinct travel verticals to meet specific advertiser goals & objectives

## Contextual Targeting Solutions

Online  
Boarding Pass

Print  
Boarding Pass

### The Boarding Pass Product Suite:

- Provides advertisers with access to travelers 24 hours prior to flight
- Enables unique and specific targeting opportunities based on the trip or the traveler
- Online, print & mobile targeting opportunities



# TourismConnect by Sojern

Sojern Partners:



Sojern Media Platform

## TourismConnect – Data Driven Advertising Solutions

- Target based on many unique characteristics and behaviors
- Select the most relevant audiences based on your targeting criteria
- Over 50MM unique monthly profiles
- Audience insights
- Campaign optimization
- Measure success using actual visitor data

# Sojern Media Platform Data Processing

## Data Capture

+

## Data Application

### Search



Arrival Date  
Award Travel  
Departure Airport  
Departure Date  
Final Destination  
Number in Party  
Return Trip Date  
Service Class  
Hotel city  
Hotel arrival date  
Hotel departure date  
Number of rooms  
Number in party  
Hotel class  
Rental car dates  
Rental car class

### PURCHASE



Age  
Arrival Date  
Award Travel  
Booked Date  
Country Code  
Currency  
Departure Airport  
Departure Date  
Destination  
Equipment Type  
First Name  
FF Level  
Flight Duration  
Flight Miles  
Flight Number  
Flight Service  
Language  
Return Date  
Service Class

### Trip



Airline  
Arrival Date  
Arrival Day of Week  
Arrival Time  
Biz / Leisure  
Domestic / Int'l  
FF Level  
Gender  
Hub  
Leg Destination  
Leg Origination  
Number in Party  
Return / Outbound  
Service Class  
Trip Destination  
Trip Duration  
Trip Origination

### Target Audience #1



### Target Audience #2



### Target Audience #3

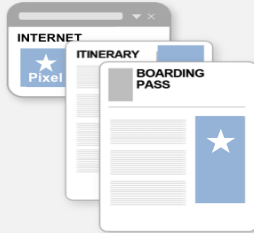


# How We Reach Travelers via the Sojern Media Platform

Sojern Data Partners:

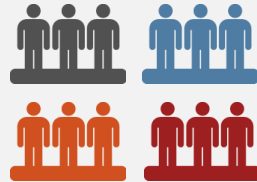


## Collect Data



Sojern collects and curates search, purchase and check-in data from our strategic partners

## Create Audience Segments



Sojern creates and refines custom audience segments tuned to each marketer's needs

## Targeted Ad Delivery



Sojern targets defined custom audience segments across multiple channels

## Analyze & Optimize Performance



Sojern optimizes and continuously improves campaign performance through automated algorithms and observed insights

Replicate and Repeat for other campaigns

# Online Boarding Pass

**BOARDING PASS**  
PNR RECORD LOCATOR  
**NNWHBE**

**PASSENGER NAME**  
Traveler/John Q

**FROM**  
Origination City, USA

**CARRIER**  
3403

**FLIGHT**  
L

**CLASS**  
L

**DATE**  
Today

**DEPARTS**  
09:45 AM

**TO**  
Destination City, USA

**GATE**  
09:15 AM

**BOARDING TIME**  
13C

**\*\*GROUP-2\*\***  
ELECTRONIC

Ticket Number: 001215691608

For your upcoming trip

**AT THE AIRPORT** Omaha, OMA

**Omaha Eppley Airfield**

**CURRENT AIRPORT DELAY INFORMATION** Updated: 07:00 PM, 06/26/12. Provided by FlightStats

**WEATHER FORECAST** Omaha, OMA

**RENTAL CAR CENTER** Hertz

**ATTRACTIONS IN NEW YORK** ZARZANA

**HOTEL DEALS OF THE DAY**

**RESTAURANTS IN NEW YORK**

**PARK 'N GO** SAVE 20%

**15% OFF LIMO SERVICES**

**Woodhaven**

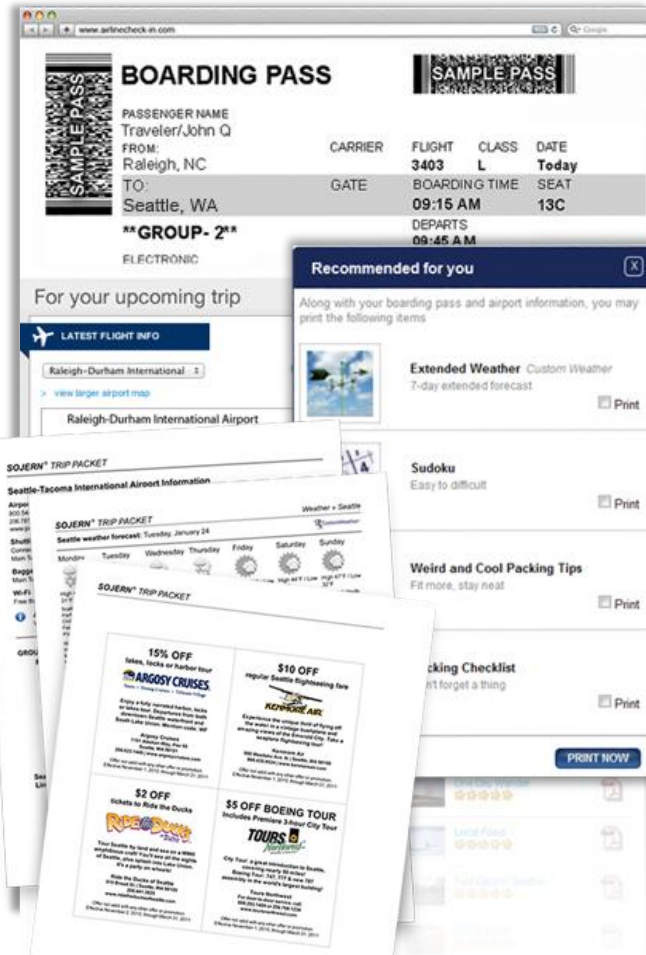
**TOP RATED NEW YORK TRAVEL GUIDES**

**INTRODUCING \$25 DELTA SKY CLUB ACCESS**

- Affluent audience views 24 hours prior to flight
- Targeting includes:
  - Origination/destination
  - Dates of travel
  - Service class
  - Traveler type
  - Gender
  - Display ad units:
    - 300x250 or 300x600
    - Video or interactive flash

★ Highly captive audience views the online boarding pass for an average of 4 minutes

# Sojern Printed Boarding Pass *TripPacket*



- User-selected content
- Provides interesting and relevant content for traveler
- Include your promotion, event information or offer
- The Sojern **TripPacket** is ideal for:
  - Destination-specific marketers
  - Co-op marketing programs
  - Local event marketers
  - Attractions and local activities

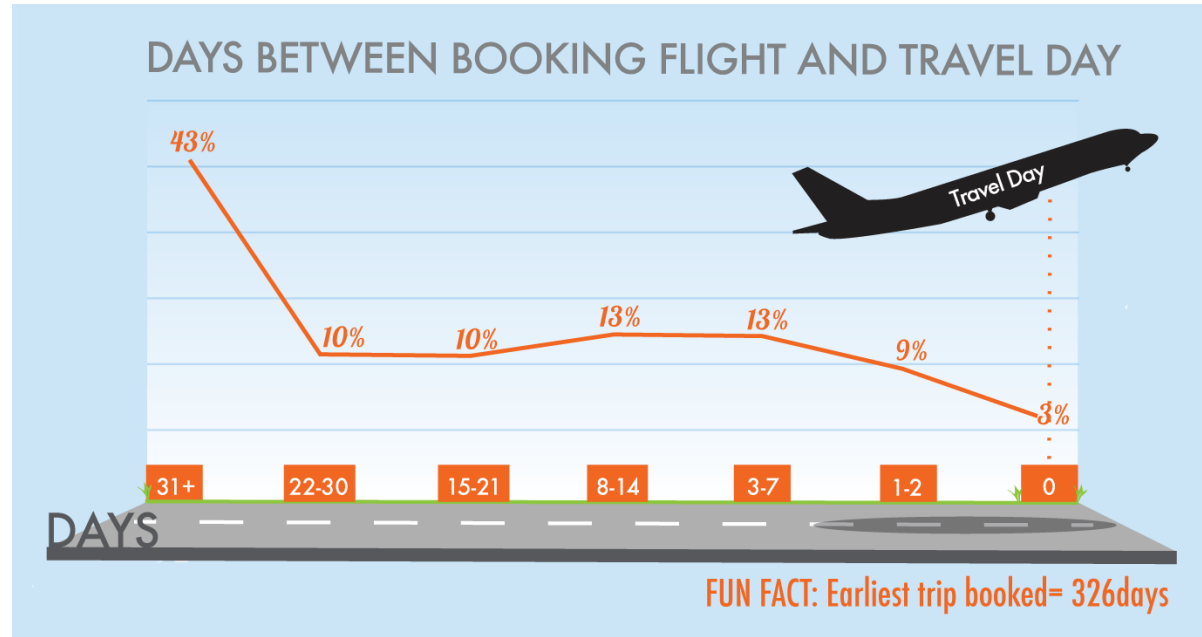
# Big Data Creates Value in Several Ways

- Listen to the Data
  - Knowledge about consumer habits and intent can be used to define direction and influence future behavior
- Segmentation of audiences helps customize messaging based on consumer actions and travel shopping patterns
  - Ensures delivery of the right message, at the right time, to the right audience
- Enables experimentation
  - Reveals insights previously hidden

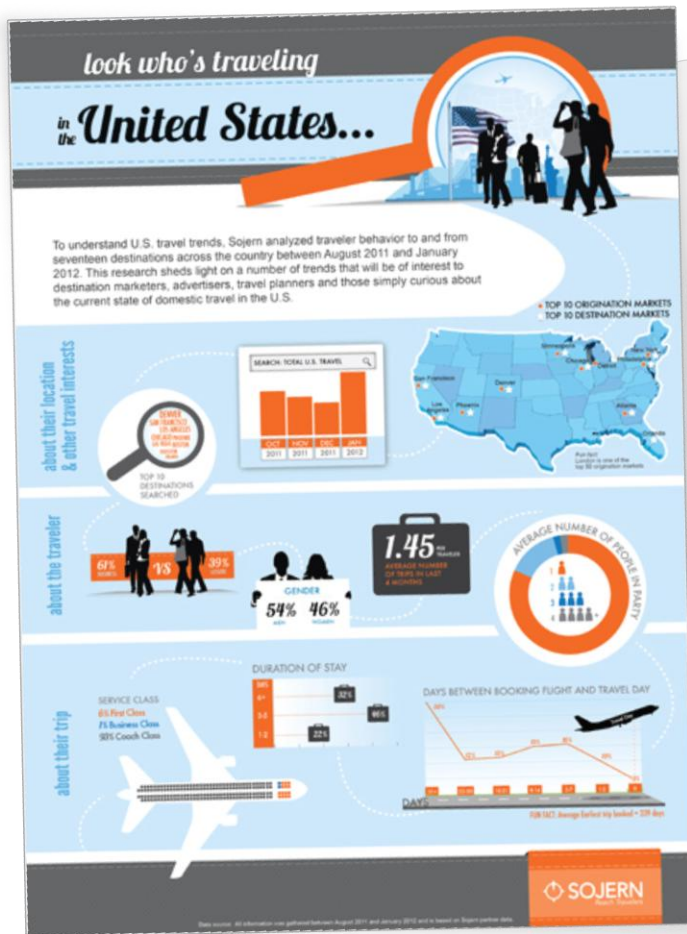


# Listen to the Data

- Knowledge about consumer habits and intent can be used to define direction and influence future behavior
- Cast a large net and find the right consumers



# Sojern's Unique Audience Insights



- Our unique traveler data provides insights about your prospect's intent, their trips and your current campaign
- We provide data, such as:
  - Destination searches by specific type of traveler
  - Travel purchase patterns and top destinations
  - Dates of travel and average trip length
  - Travel frequency



Ask your Sojern representative about all of the data insights available

# Segmentation of audiences helps customize messaging based on actions and travel shopping

- The right message, at the right time, to the right audiences



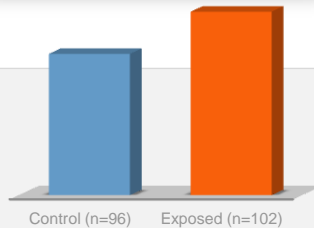
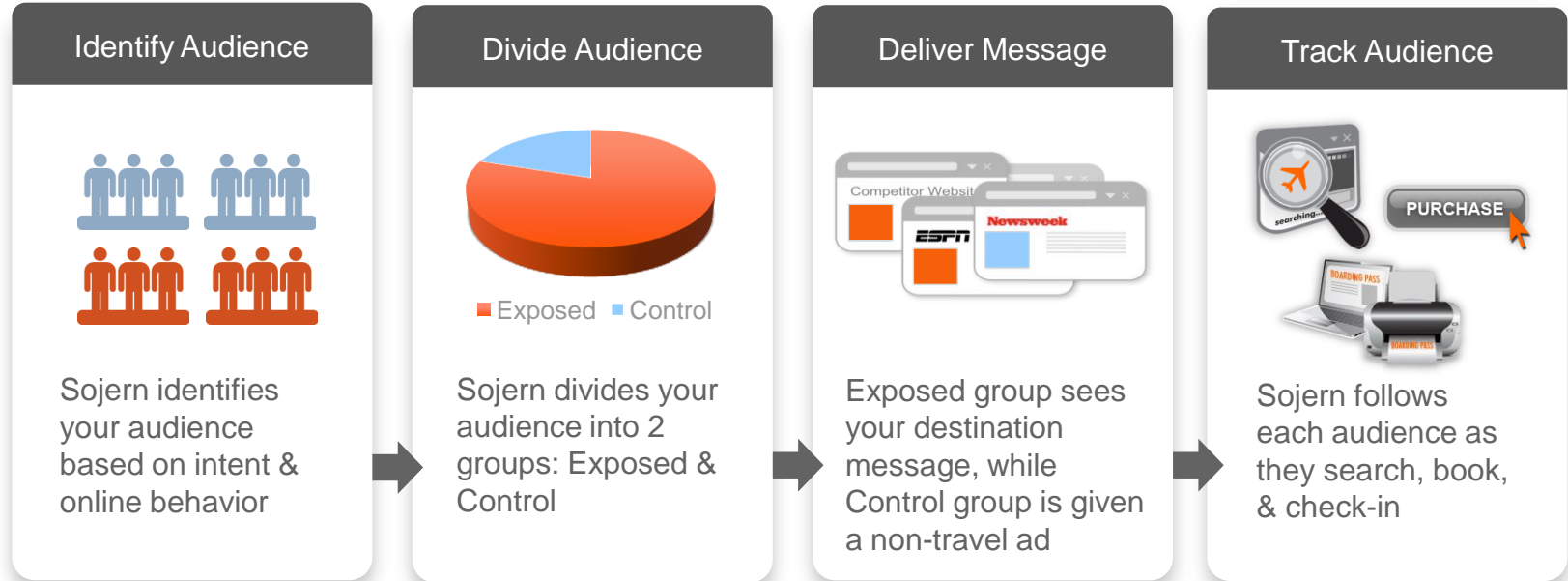
# Enables Experimentation

- Learn from the data which can reveal insights previously hidden



# Marketing Efficiency & Lift Study

Destination Marketers face the challenge of measuring the true effect of their messaging and how many visitors it attracts. Sojern's proprietary partnerships with airlines and ability to monitor flight check-in helps destinations see the true lift in passengers as a direct result from their marketing efforts.



**Results:** Sojern shares performance data that showcases the lift to your destination as a result of your marketing campaign with us

# Thank you!



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